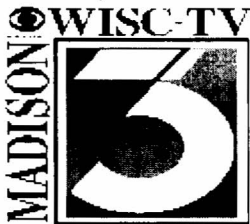


CONTRACT

WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<http://www.channel3000.com>

And:

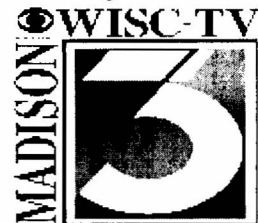
Mentzer Media
600 Fairmount Avenue, Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 6079828 /		<u>Alt Order #</u> 06079828
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 03/27/12 - 04/03/12		<u>Estimate #</u> 1366
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 03/21/12 / 03/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISC-TV	<u>Account Executive</u> Matthew Norten	<u>Sales Office</u> HRP Washingto
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WISC	03/27/12	03/30/12	News 3 This Morning	6-7am		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$800.00			
N 2	WISC	03/27/12	03/30/12	M-F Early Show	7-9am		:30			NM	16	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				8	\$350.00			

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Contract / Revision	Alt Order #
6079828 /	06079828

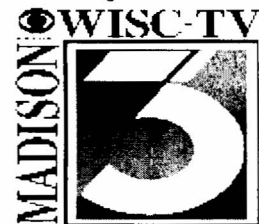
Contract Dates	Product	Estimate #
03/27/12 - 04/03/12	RESTORE OUR FUTUR	1366

Advertiser	Original Date / Revision
Political Issue	03/21/12 / 03/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
			See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20									
	3	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
			See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20									
	4	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
			See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20									
	5	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
			See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20									
	9	WISC	04/02/12-04/02/12	Championship Game	8-1030pm	M-----	:30		\$10,000.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	10	WISC	03/31/12-03/31/12	11-6 Rotator	11-6pm	-----Sa--	:30		\$750.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	11	WISC	03/31/12-03/31/12	11-6 Rotator	11-6pm	-----Sa--	:30		\$750.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	12	WISC	03/31/12-03/31/12	11-6 Rotator	11-6pm	-----Sa--	:30		\$750.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	13	WISC	04/01/12-04/01/12	11-6 Rotator	11-6pm	-----Su	:30		\$750.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	14	WISC	04/01/12-04/01/12	11-6 Rotator	11-6pm	-----Su	:30		\$750.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	15	WISC	04/01/12-04/01/12	11-6 Rotator	11-6pm	-----Su	:30		\$750.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	16	WISC	04/01/12-04/01/12	Country Music Awards	7-10pm	-----Su	:30		\$4,000.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	17	WISC	04/01/12-04/01/12	Badger Sports Report	1030-11am	-----Su	:30		\$1,000.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	18	WISC	04/01/12-04/01/12	For the Record	10-1030am	-----Su	:30		\$100.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	19	WISC	04/01/12-04/01/12	For the Record	10-1030am	-----Su	:30		\$100.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
	20	WISC	04/02/12-04/02/12	Anderson Cooper	4-5pm	M-----	:30		\$500.00	NM		
	Ⓜ	MG for 23.3,23.4,2.4,2.1,24.1,24.2,13.1,17.1,11.2,11.1,2.5,2.3										
N 3	WISC	03/27/12	03/30/12	Price is Right	10-11am		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$500.00			
N 4	WISC	03/27/12	03/30/12	Young and the Restless	11-12pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$500.00			
N 5	WISC	03/27/12	03/30/12	News 3 at Noon	12-1230pm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$600.00			
N 6	WISC	03/27/12	03/30/12	Anderson Cooper	4-5pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$500.00			
N 7	WISC	03/27/12	03/30/12	Live at Five	5-530pm		:30			NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$1,700.00			
N 8	WISC	03/27/12	03/30/12	News 3 at 6	6-630pm		:30			NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	-TWTF--				4	\$1,900.00			

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Contract / Revision	Alt Order #
6079828 /	06079828

Contract Dates	Product	Estimate #
03/27/12 - 04/03/12	RESTORE OUR FUTUR	1366

Advertiser	Original Date / Revision
Political Issue	03/21/12 / 03/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WISC	03/27/12	03/30/12	Entertainment Tonight	630-7pm		:30			NM	8	\$13,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-TWTF--				8	\$1,700.00			
N 10	WISC	03/27/12	03/30/12	News 3 at 10	10-1035pm		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-TWTF--				4	\$2,000.00			
N 11	WISC	03/27/12	03/27/12	CBS Tuesday	7-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-2-----				2	\$5,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	CBS Tuesday	7-8pm	-Tu-----	:30		\$5,500.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20								
	2	WISC	03/26/12-04/01/12	CBS Tuesday	7-8pm	-Tu-----	:30		\$5,500.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20								
N 12	WISC	03/27/12	03/27/12	CBS Tuesday	8-9pm		:30			NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-2-----				2	\$4,500.00			
N 13	WISC	03/28/12	03/28/12	CBS Wednesday	7-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	--1----				1	\$5,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	CBS Wednesday	7-8pm	---W-----	:30		\$5,000.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20								
N 14	WISC	03/28/12	03/28/12	CBS Wednesday	9-10pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	--1----				1	\$4,500.00			
N 15	WISC	03/30/12	03/30/12	CBS Friday	9-10pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	----1--				1	\$4,000.00			
N 16	WISC	03/31/12	03/31/12	Final Four	5-10pm		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----2-				2	\$7,500.00			
N 17	WISC	03/31/12	03/31/12	News 3 at Six	6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1-				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	News 3 at Six	6-630pm	-----Sa--	:30		\$500.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20								
N 18	WISC	04/01/12	04/01/12	CBS Sunday Morning	8-930am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----2				2	\$800.00			
N 19	WISC	04/01/12	04/01/12	Face the Nation	930-10am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1				1	\$800.00			
N 20	WISC	04/01/12	04/01/12	News 3 at 530	530-6pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1				1	\$600.00			
N 21	WISC	04/01/12	04/01/12	CBS Sunday	6-7pm		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----2				2	\$6,000.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
6079828 /	06079828

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/27/12 - 04/03/12	RESTORE OUR FUTUR	1366

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Issue	03/21/12 / 03/22/12

http://www.channel3000.com

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 22	WISC	04/01/12	04/01/12	News 3 at 10	10-1035pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1				1	\$1,700.00			
N 23	WISC	04/02/12	04/03/12	News 3 This Morning	6-7am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	MT-----				4	\$800.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		3	WISC	04/02/12-04/08/12	News 3 This Morning	6-7am	MTu-----	:30	\$800.00	NM		
		4	WISC	04/02/12-04/08/12	News 3 This Morning	6-7am	MTu-----	:30	\$800.00	NM		
N 24	WISC	04/02/12	04/03/12	M-F Early Show	7-9am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	MT-----				4	\$350.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WISC	04/02/12-04/08/12	M-F Early Show	7-9am	MTu-----	:30	\$350.00	NM		
		2	WISC	04/02/12-04/08/12	M-F Early Show	7-9am	MTu-----	:30	\$350.00	NM		
N 25	WISC	04/02/12	04/02/12	Price is Right	10-11am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$500.00			
N 26	WISC	04/02/12	04/03/12	Young and the Restless	11-12pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	MT-----				2	\$500.00			
N 27	WISC	04/02/12	04/03/12	News 3 at Noon	12-1230pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	MT-----				2	\$600.00			
N 28	WISC	04/02/12	04/02/12	Anderson Cooper	4-5pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$500.00			
N 29	WISC	04/02/12	04/02/12	Live at Five	5-530pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$1,700.00			
N 30	WISC	04/02/12	04/02/12	News 3 at 6	6-630pm		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$1,900.00			
N 31	WISC	04/02/12	04/02/12	Entertainment Tonight	630-7pm		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	2-----				2	\$1,700.00			
N 32	WISC	04/02/12	04/02/12	News 3 at 10	10-1035pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$2,000.00			
Totals											84	\$132,900.00

Time Period	# of Spots	Gross Amount	Net Amount
03/26/12 - 04/03/12	84	\$132,900.00	\$112,965.00
Totals	84	\$132,900.00	\$112,965.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.



<http://www.channel3000.com>

WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<u>Contract / Revision</u> 6079828 /		<u>Alt Order #</u> 06079828
<u>Contract Dates</u> 03/27/12 - 04/03/12	<u>Product</u> RESTORE OUR FUTUR	<u>Estimate #</u> 1366
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 03/21/12 / 03/22/12

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.